

43457

LICWIB - 2016-00622

A13

P302



# City of Madison Liquor/Beer License Application

On-Premises Consumption:  Class B Beer  Class B Liquor  Class C Wine  
Off-Premises Consumption:  Class A Beer  Class A Liquor  Class A Cider

## Section A – Applicant

1. If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?  
 Yes (language: \_\_\_\_\_)  
 No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

- Sí, lenguaje \_\_\_\_\_  
 No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

2. This application is for the license period ending June 30, 2017.  
 3. List the name of your  Sole Proprietor,  Partnership,  Corporation/Nonprofit Organization or  Limited Liability Company exactly as it appears on your State Seller's Permit.

LoMo TRC LLC

4. Trade Name (doing business as) The Roman Candle

5. Address to be licensed 2623 Monroe St. Suite 100

6. Mailing address 2623 Monroe St., Suite 100, Madison, WI 53711

7. Anticipated opening date Nov. 2016

8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?  
 No  Yes (explain) \_\_\_\_\_

9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?  
 No  Yes (explain) \_\_\_\_\_

## Section B—Premises

10. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

See attached. Approx 3000 SF + 200 SF of sidewalk cafe.

11.  Attach a floor plan, no larger than 8 1/2 by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity 95

13. Describe existing parking and how parking lot is to be monitored.

There is dedicated parking at Krichenbocher Place that is monitored by Five, with a camera system planned for

14. Was this premises licensed for the sale of liquor or beer during the past license year? Fall 2016.

No  Yes, license issued to \_\_\_\_\_ (name of licensee)

15.  Attach copy of lease.

### Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

16. Name of liquor license agent James Ember

17. City, state in which agent resides Madison, WI

18. How long has the agent continuously resided in the State of Wisconsin? 2001 / 15 yrs

19.  Appointment of agent form and background check form are attached.

20. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting  Yes, date completed \_\_\_\_\_

21. State and date of registration of corporation, nonprofit organization, or LLC.

June 19<sup>th</sup>, 2016 / Wisconsin

22. In the table below list the directors of your corporation or the members of your LLC.

Attach background check forms for each director/member.

Title	Name	City and State of Residence
President	Brewer Stouffer	Madison, WI
Shareholder	Tom Crutly	Madison, WI

23. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

Brewer Stouffer

24. Is applicant a subsidiary of any other corporation or LLC?  
 No  Yes (explain) The Roman Candle Company
25. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?  
 No  Yes (explain) We own 4 other WI locations with liquor licenses.

**Section D—Business Plan**

26. What type of establishment is contemplated?  
 Tavern  Nightclub  Restaurant  Liquor Store  Grocery Store  
 Convenience Store without gas pumps  Convenience Store with gas pumps  
 Other \_\_\_\_\_

27. Business description See attached  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

28. Hours of operation see attached

29. Describe your management experience see attached  
 \_\_\_\_\_  
 \_\_\_\_\_

30. List names of managers below, along with city and state of residence.

<u>James Eumher</u>	<u>Madison, WI</u>
<u>Mat Adams</u>	<u>Madison, WI</u>

31. Describe staffing levels and staff duties at the proposed establishment see attached  
 \_\_\_\_\_  
 \_\_\_\_\_

32. Describe your employee training see attached  
 \_\_\_\_\_  
 \_\_\_\_\_

33. Utilizing your market research, describe your target market.

See attached

34. Describe how you plan to advertise and promote your business. What products will you be advertising?

See attached

35. Are you operating under a lease or franchise agreement?  No  Yes

36. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?  
 No  Yes

### Section E—Consumption on Premises

This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.

37. Do you plan to have live entertainment?  No  Yes—what kind? \_\_\_\_\_

38. What age range do you hope to attract to your establishment? All ages

39. What type of food will you be serving, if any? \_\_\_\_\_  
 Breakfast  Brunch  Lunch  Dinner

40. Submit a sample menu if applicable. What will be included on your operational menu?  
 Appetizers  Salads  Soups  Sandwiches  Entrees  Desserts  
 Pizza  Full Dinners

41. During what hours of operation do you plan to serve food? 11 am - Close

42. What hours, if any, will food service not be available? None

43. Indicate any other product/service offered. Pinball, shuffleboard & amusement machines

44. Will your establishment have a kitchen manager?  No  Yes

45. Will you have a kitchen support staff?  No  Yes

46. How many wait staff do you anticipate will be employed at your establishment? 10-15

During what hours do you anticipate they will be on duty? 11 am - Close

47. Do you plan to have hosts or hostesses seating customers?  No  Yes

48. Do your plans call for a full-service bar?  No  Yes  
 If yes, how many barstools do you anticipate having at your bar? ~15  
 How many bartenders do you anticipate having work at one time on a busy night? 1-2
49. Will there be a kitchen facility separate from the bar?  No  Yes
50. Will there be a separate and specific area for eating only?  
 No  Yes, capacity of that area ~80
51. What type of cooking equipment will you have?  
 Stove  Oven  Fryers  Grill  Microwave
52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?  
 No  Yes
53. What percentage of payroll do you anticipate devoting to food operation salaries? 35% - 40% Cooks  
25% stove MGMT
54. If your business plan includes an advertising budget:  
 What percentage of your advertising budget do you anticipate will be related to food? 95%  
 What percentage of your advertising budget do you anticipate will be drink related? 5%
55. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin?  No  Yes
56. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association?  No  Yes
57. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:  
15 % Alcohol 85 % Food \_\_\_\_\_ % Other *\*Please see attached\**
58. Do you have written records to document the percentages shown?  No  Yes  
 You may be required to submit documentation verifying the percentages you've indicated.

### Section F—Required Contacts and Filings

59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted.  No  Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting.  No  Yes
61. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session.  No  Yes
62. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting.  No  Yes
63. I agree to contact the Alcohol Policy Coordinator prior to the ALRC meeting.  No  Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.  
 No  Yes





## 10. Premises

We will be serving alcoholic beverages to our dine-in customers at 2623 Monroe Street. We will serve beverages to customers seated at our dine-in tables, in our outdoor dining area, and at our bar. We will keep all beverages in coolers and in our locked storage area, on premises. We retain copies of all our invoices onsite or in our cloud-based accounting system, bill.com.

## 27. Business Description

The Roman Candle (TRC-Monroe LLC) will be a modern neighborhood pizzeria catering to dine-in and take-out customers, and offering delivery and catering services. The business model and plan are based on the successful restaurants of the same name operating in Madison and Milwaukee, WI.

Our newest store will be located at 2623 Monroe Street in an approximately 3,000 SF facility. We will offer our healthy, award-winning pizza, salads, and pasta to Dudgeon-Monroe neighbors.

Brewer Stouffer founded The Roman Candle Pizzeria because he knew there was a market for superior pizza made from the best ingredients, served in a family-friendly, design-forward setting. Our success thus far has proven that:

- Consumers will regularly upgrade their pizza consumption experience when it's paired with craft beverages, premium ice cream, and a festive environment.
- Consumers enjoy our product a variety of ways, including in-house, "out of the box," and from a quick-service counter.
- We have a viable business model that does not sacrifice our commitment to quality products, local and craft vendors, community involvement and handmade recipes.

Over the past 11 years (2005-2016), The Roman Candle has updated the neighborhood pizzeria and validated its concept in the metro Madison and Milwaukee markets. The company has been profitable and successful during this time, while creating a recognizable brand and market presence founded on the attributes of *craft*, *quality*, and *authentic*. We currently operate three Madison-area and one Milwaukee-area casual dining restaurants, and one fast-casual counter at the Madison Children's Museum.

Our mission is simple: we serve quality, handmade, and delicious pizza to families, professionals, and students. We provide nourishing, gourmet fare that is priced to compete with other casual dining options. We are committed to the craft of making food from scratch for every order, every time. Our food preparation processes are refined to produce consistent and delicious results, yet every Roman Candle pizza is a hand-made creation. Golden-brown crust bubbles, hand-cut vegetables, and fresh



colors and textures are telltale signs of authenticity. One look reveals that a real person made this food with expertise and care.

Every pizza is made to order, hand-tossed by a trained pizza maker. We make dough in house, every day, using unbromated flour and extra-virgin olive oil. We feature *unique toppings* (small-batch sausage, fresh arugula, beets, and caramelized onions) and *local ingredients* (over 50 menu items are sourced within 150 miles of Madison). We offer fresh salads, daily specials, soups, and specialty desserts, including homemade desserts and Chocolate Shoppe ice cream. For beverages, we serve fountain and designer sodas, microbrew beer, wine by the glass, and craft cocktails (batched and kegged). We are seeking a full liquor license, but we are by no means a “bar.” We expect alcohol to be no more than 15% of our total sales.

Folks come to The Roman Candle to relax, enjoy the people watching, and swap stories over a classic pizza or an exciting new combination. The stores themselves have a fresh, “mod” appearance featuring handmade tables and booths, natural textures, and reclaimed materials. We offer a unique experience for families and children, as well as young adults and professionals. We have been featured on regional travel shows and blogs (Only In Your State, *Discover Wisconsin* and [www.hulafrog.com](http://www.hulafrog.com)), and we were recently judged the Beat Gourmet Food at the 2015 Taste of Madison. We have been awarded numerous “best of” awards from *Madison Magazine*, *Isthmus*, and *Wisconsin State Journal*.

### 28. Hours of Operation

The planned hours of operation are 11:00 am to 11 pm on weeknights, and 11:00 am to Midnight (12:00 am) on weekends, though we are applying for the maximum operating hours of 6 am to 2 am.

### 29. Management Experience

Brewer Stouffer has been running The Roman Candle since 2005. He has built a culture of dedicated managers who operate each location. Each of our current restaurants has at least two salaried managers with benefits, and several shift leaders. The Roman Candle has three full-time area managers to support store operations, and part-time executive support in marketing, accounting, and HR.

The Roman Candle currently holds four (4) liquor licenses in the State of WI—two full licenses, and two beer and wine licensees. We have never been cited for any alcohol-related issues at any of our locations.

### 31. Describe staffing levels and staff duties at the proposed establishment

We will staff and operate our new location very similarly to our existing restaurants. Our current staff includes managers, servers, counters, bartenders, cooks, and



delivery drivers. Our managers oversee the daily operation. Servers take customer orders tableside, as well as over the phone. Counter personnel take phone orders and seat customers. Bartenders serve beverages and help expedite takeout orders. Cooks prep and prepare food. Delivery drivers take phone orders and take food to customers.

Our staff members are loyal and care about the food they make and serve. We take a "lifecycle" view of staff training and development by actively managing employee paths through our company. Several key managers have five or more years of experience with The Roman Candle, while over one-third of our staff have been with us for two years or more.

### 32. Describe your employee training

We have developed a skills- and outcome-based training program over our 11 years of operation. It is organized by position. We track employee progress with report cards, and identify skill requirements necessary to take specialized shifts such as opening or closing shifts. Our managers receive advanced training in customer service, food safety, personnel issues (sexual harassment, labor law compliance, etc.), as well as other areas of restaurant operation.

### 33. Using your market research, describe your target market.

The proposed site of The Roman Candle, **Knickerbocker Place at 2623 Monroe Street**, is ideal for The Roman Candle. We have been on the lookout for a central Madison location for several years. Monroe Street has become a culinary destination in the central city. With relatively little turnover, there have been few viable spaces for us to consider. Knickerbocker Place represents an exciting location for our brand, as there is ample parking, space for outdoor dining, and a vibrant pedestrian culture.

We know that our core customers are families who live within three miles of a Roman Candle location, as well individuals who work within walking distance or within our delivery zone. Dudgeon-Monroe families will comprise our core customers, as will institutions such as Edgewood, UW-Hospital, and the western UW-campus.

The location is smack dab in the center of the Dead Zone for pizza delivery from our other stores. We currently have a very difficult time serving the Dudgeon-Monroe neighborhood, as it is one of the furthest points in the city from all our locations.

We will also provide a new cuisine to complement the ample supply of burger and fry establishments on LoMo. Our fresh salads, premium ice cream, and cage-free chicken wings will be a welcome addition to the current food offerings in the Lower Monroe neighborhood.





**34. Describe how you plan to advertise and promote your business. What products will you be advertising?**

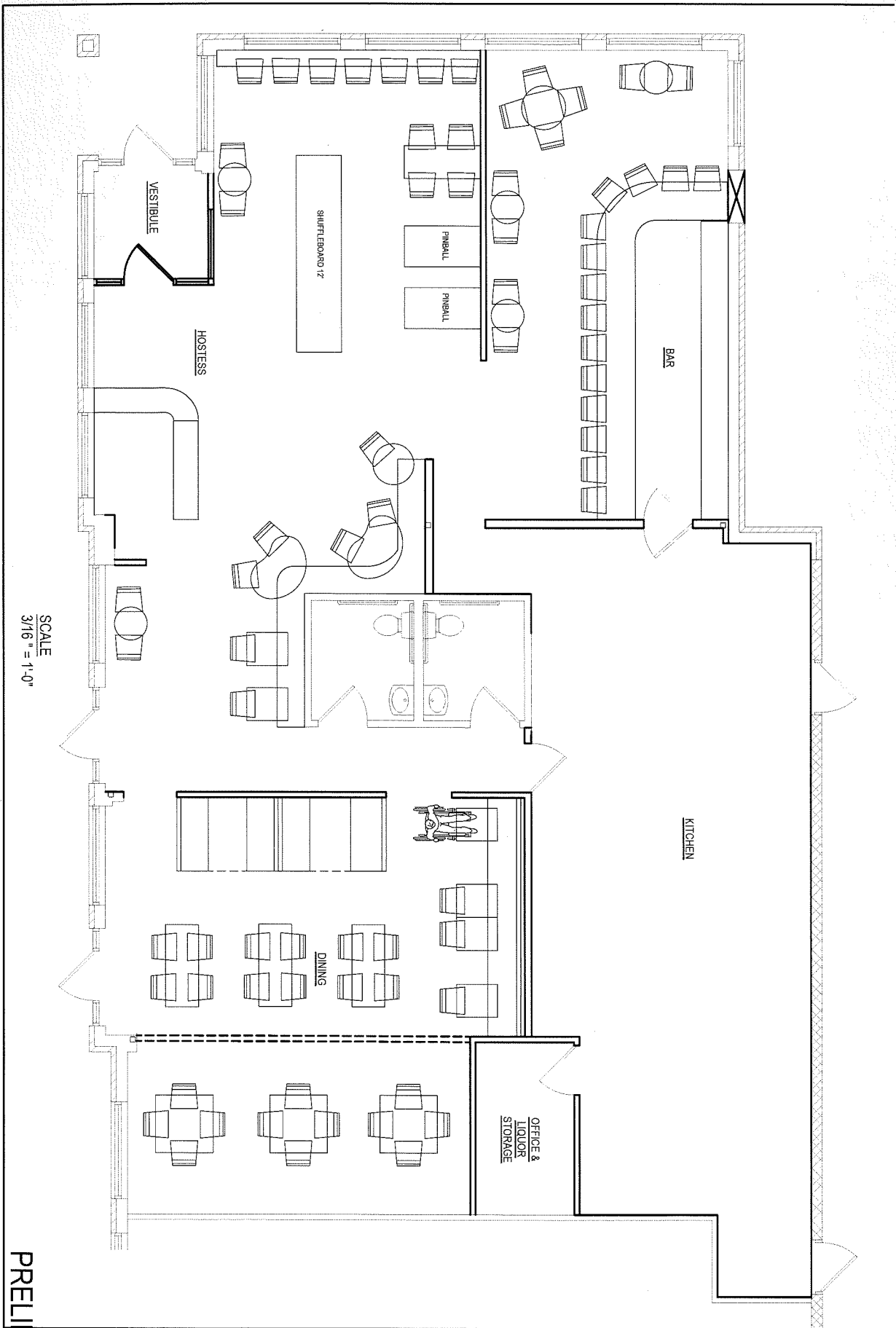
We will be advertising our store in similar ways to how we currently promote other Roman Candle locations. We will use a combination of earned media, social media, community engagement, direct mailers, TV, radio, and print advertising. We will primarily advertise our hand tossed pizza, cage-free chicken wings, and fresh salads, but we will also advertise our ice cream, outdoor seating and our bar offerings.

Dudgeon-Monroe is a family-forward neighborhood that will appreciate our commitment to quality and community. We donated over \$65,000 to area schools and community groups in 2015, and we are excited to support Monroe Street community organizations and schools. We have a great pre-existing relationship with the Randall School that we hope to be able to support more fully with a location close to the school.

**57. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages.**

We estimate that our sales will be 15% Alcohol and 85% food.

Historically, our sales have been predominately in-house (50-60%), but each of our units does significant delivery (25-30%) and takeout (15-20%). Dinner accounts for roughly 80% of our sales, with lunch accounting for 20%. Fully 70% of our sales are pizza, with 20% being other food (fresh salads, premium ice cream, and appetizers) and 9% drinks (N/A beverages 3%; Beer and Wine 6%). While we expect to increase our beverage sales slightly at this location, but we do not expect those sales to be more than 15% of our total.



SCALE  
3/16" = 1'-0"

PRELIMINARY

PROJECT:	NUMBER:	DATE:	ISSUANCES:
	182810	05.17.16	
REV:			
SHEET:			

**ROMAN CANDLE**  
2623 Monroe St  
Madison, WI 53711

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## Beverages

- Soft Drinks, Teas & Coffee*
- House-Made FRESH LEMONADE - 2.50
  - SPRECHER ROOT BEER - 2.75
  - COFFEE (French Press) - 2.25
  - HOT TEA (rotating variety) - 1.99
  - SPRECHER ROOT BEER
  - ICE CREAM FLOAT - 4.75
  - Jr. SPRECHER'S ROOT BEER - 3.49
  - ICE CREAM FLOAT - 3.49
  - (white or chocolate)

## Taps, Beers & Wines

Check out our full beverage menu for refreshing selections from fine breweries, wineries and more!

**HAPPY HOUR** - THURSDAY 2-6 PM  
\$3.50 PINTS \$2 TALLBOYS  
\$4 GLASSES OF HOUSE WINE

**EVERY NIGHT IS LATE NIGHT**  
**HAPPY HOUR**  
8PM - CLOSE

*Kid's Specials, Too!*  
Jr. ROOT BEER  
ICE CREAM FLOAT \$2.49  
Jr. ICE CREAM SCOOP \$2  
Jr. ROOT BEER \$2

**ALL DAY TUESDAY!**  
\$4 GLASSES OF HOUSE WINE & Half Off BOTTLES OF WINE

## Fresh Salads

All salads are served with house-made herbed breadsticks

- ADD OVEN-ROASTED CHICKEN TO ANY SALAD sm - 1.99 lg - 2.99
- Small Large**
- CHICKEN CAESAR\* ..... 6.99 10.99
  - Romaine lettuce, croutons, WI Parmesan, served with or without anchovies, tossed with homemade caesar dressing\* topped with oven-roasted chicken
  - CAESAR\* ..... 4.99 8.99
  - Classic Caesar salad with house-made dressing
  - GARDEN ..... 3.49 6.49
  - Mixed greens with cucumbers, cherry tomatoes, shaved carrots and Roman Goddess dressing
  - HOUSE ..... 4.49 8
  - Mixed greens, Jones Farm bacon, cucumbers, cherry tomatoes, blue cheese, and our house balsamic vinaigrette-whipped, creamy and zesty!
  - TREK ..... 4.49 8
  - Romaine, red onion, banana peppers, cherry tomatoes, cucumbers, Kalamata olives, feta cheese, and tossed with our house-made Italian dressing
  - SPINACH ..... 4.49 8
  - Fresh spinach, candied walnuts, cherry tomatoes, cucumbers, fresh berries, blue cheese, and raspberry vinaigrette. Try it with beets!
- Dressings:** Italian 🍷, Roman Goddess 🍷, Raspberry Vinaigrette 🍷, House 🍷, Caesar 🍷, Blue Cheese 🍷, Ranch 🍷  
GF All salad dressings are Gluten Free 🍷 → House-Made!
- \*Consuming raw or under cooked meats, poultry, seafood, shellfish, or eggs, may increase risk of food-borne illness.

## Soup

**ROASTED RED PEPPER & TOMATO SOUP**  
A customer favorite! Starts with perfectly roasted red peppers, blended with fresh and savory spices. Served with a herbed breadstick.

## Baked Pasta

**BAKED MAC-N-CHEESE**  
Our oven-baked classic featuring the perfect blend of six Wisconsin cheeses - 8.95  
Try it with broccoli for an extra - 1.50

**HEAT LASAGNA**  
A hearty serving of a house specialty featuring RP's fresh pasta, grass-fed beef, WI cheeses, and house-made marinara - 11.49

## Sparkler - Kid's Menu

Entrees served with a breadstick

For our guests 12 and younger please.

- KID'S CHEESE SLICE - 2.95
- KID'S NOODLES - 4
- Choose Butter, Parmesan, or Red Sauce.
- AKED MAC-N-CHEESE - 4.95
- Add Broccoli or Meatballs for - 1.50
- dd Broccoli for - 1.50
- FRESH FRUIT BOWL - 4

## Lunch

**SPECIALS**  
MONDAY - FRIDAY 11AM - 3PM

## Deserts

- DESSERTS**
- Tiramisu - 5.25
  - Colossal Carrot Cake - 7.99
  - Flourless Chocolate Cake - 5.25
  - CHOCOLATE SHOPPE
  - ICE CREAM  
Sugar Cone, Wafer, Cone or Dish
  - Junior Scoop - 2.49
  - Single Scoop - 3.10
  - Double Scoop - 4.10
  - Triple Scoop - 5.10
  - Waffle Cone
  - Single Scoop - 3.90
  - Double Scoop - 4.90

## Ice Cream to-go

PORTABLE PINTS - 4.95



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Join our exclusive email CANDLE CLUB by visiting the website: [theromancandle.com](http://theromancandle.com).

LEARN HOW THE ROMAN CANDLE IS SAYING FRANCHISING BY EMBRACING ITS LOCAL MADISON ROOTS! VISIT [THEROMANCANDLE.COM](http://THEROMANCANDLE.COM)





# Candle Wings



Our chicken wings are **certified cage free** and *all natural*. We cook our wings **when you order**, then dress the wings in a *house-made* sauce and pair it with a *delicious* dipping side. Always served with celery stalks, a *amitie* and plenty of wet-naps.

## SELECT A SAUCE

**JALAPEÑO HOT**   
Starts with fresh whole jalapeños and our secret blend of spices.

**BUFFALO RANCH**  
Finger-licking good. Dress-up your wings with this classic sauce.

**TERIYAKI GINGER**  
These are the salted caramel of wings. Salty, sweet and tangy with an Asian twist of Teriyaki.

**Jumbo CHICKEN WINGS**  
12 Pieces • \$10.49

# Candle Sticks

Candle Sticks are served with House-Made Marinara or Ranch  
--- Add additional sauce sides for 75¢

**ORIGINAL CANDLE STICKS**   
Our hand-tossed pizza crust baked fresh with garlic butter and our house blend of cheese, cut into delicious, dipable strips

**DELUXE CANDLE STICKS**   
Same as Original Candle Sticks, with the savory addition of Pomodoro tomatoes, fresh spinach, & fresh garlic

## ADD YOUR FAVORITE TOPPING! TO THE EDGE!

# Appetizers

**HERBED BREADSTICKS WITH HOUSE-MADE MARINARA**  
Fresh dough from scratch, hand-twisted with care and seasoned - **3<sup>50</sup>**

**GARLIC HUMMUS & POTTER'S ORGANIC CRACKERS**   
Mediterranean hummus is made fresh in-house with loads-o-garlic. Served with Potter's Organic Sesame or Roman Candle-only Fire Crackers - **4<sup>50</sup>**

**GARLIC BREAD WITH HOUSE-MADE MARINARA** - **2<sup>99</sup>**  
add Cheese - **3<sup>99</sup>** add Cheese & Spinach - **4<sup>25</sup>**

**FRESH FRUIT**   
Cut fresh, year round—melon, pineapple, grapes, and seasonal berries - **4**

**BABY CARROTS & RANCH** - **3<sup>25</sup>**

**OVEN-ROASTED BROCCOLI & WI AGED PARMESAN** - **5<sup>25</sup>**

**Side Delance**  
ADD ADDITIONAL SIDES OF ANY SAUCE FOR ONLY 75¢

**We proudly serve WISCONSIN'S BEST CHEESES**

Local Wisconsin Ingredients  
House-Made  
Vegetarian  
Gluten Free  
Italian *Dolcissimo*  
Premium High Proteins

Our GF crust is made without gluten, but we toss our effort to keep gluten out of our GF items, we cannot guarantee that every delicious bite is 100% GF.

# Build Your Own Pizza

**12" MEDIUM - 14" MEDIUM - 16" LARGE - 13.75**

Small - 12" 3 SLICES - SERVERS 1-2  
Medium - 14" 4 SLICES - SERVERS 2-3  
Large - 16" 6 SLICES - SERVERS 3-4

**1 Pick a crust**  
**SIZE**  
GLUTEN FREE AVAILABLE

**2 Select a SAUCE**  
REGULAR OR PREMIUM

**3 Add your TOPPINGS**  
CHEESES, MEATS, DRIZZLES & VEGGIES

**REGULAR SAUCES**

**ORIGINAL**   
Plum & Pear tomatoes mixed with our custom herb blend

**FIREWORKS**   
Our tomato blend with a Chipotle Kick

**MARINARA**   
Robust & slow-cooked in our kitchen

**SWEET BABY RAYS BBQ**   
Our house recipe featuring 100% Spring Green basil

**ALFREDO**   
From scratch, with all Wisconsin dairy

**PESTO**   
The perfect blend of creamy pesto and house Alfredo sauces

**PROFESSIONAL**   
Professional sauce, house blend cheese, chicken breast, bacon, broccoli, green pepper, fresh jalapeño, WI feta

**VEGAN**   
Original or spicy firework sauce, red pepper puree, green olives, spinach, red onions, toasted pine nuts, & fresh basil

**ALGO MALO**   
Alfredo sauce, house blend cheese, beets, garlic, caramelized onions, walnuts, arugula, and blue cheese

**Margherita**   
Extra original sauce, Pomodoro, fresh cut tomatoes, fresh basil, heaps of Farmer John's fresh mozzarella

**GREEK**   
Original sauce, house blend cheese, green olives, spinach Pomodoro, tomatoes, and Wisconsin feta

**ROMAN CANDLE**   
Our spicy Fireworks sauce, house blend cheese, artichoke hearts, and banana peppers

**Veggie Canale**   
Our spicy Fireworks sauce, house blend cheese, artichoke hearts, and banana peppers

**CHICKEN**   
Sweet Baby Ray's BBQ sauce, house blend cheese, chicken breast, green pepper, bacon, onion, & cheddar

**POPPERONI**   
Original sauce, house blend cheese, triple the peppero including loads of our hand-cut, sma batch pepperoni

**POLLO**   
Marinara & garlic butter, house blend cheese, red onion, fresh garlic, bread chicken breast, aged WI Parmesan

**Jalapenos optona**   
Our spicy Firewor sauce, house blend cheese, fresh ground sausage, & banana pepper:

# Specialty Pizzas

Our specialty pizzas are specially priced and custom-crafted with the perfect blend of ingredients. We charge for substitutions.

**PESTORAL**   
Pesto, house blend cheese, roasted red peppers, artichoke hearts, Kalamata olives, Pomodoro tomatoes, WI feta

**Animal Layers**   
Original sauce, house blend cheese, broccoli, spinach, roasted red peppers, onion & fresh basil

**Hot-Mo-i**   
Fireworks sauce, house cheese, red onions, Canadian Bacon, green peppers, Pineapple, Chipotle drizzle

**PEPPERONI**   
Original sauce, house blend cheese, triple the peppero including loads of our hand-cut, sma batch pepperoni

**POLLO**   
Marinara & garlic butter, house blend cheese, red onion, fresh garlic, bread chicken breast, aged WI Parmesan

**CHICKEN**   
Sweet Baby Ray's BBQ sauce, house blend cheese, chicken breast, green pepper, bacon, onion, & cheddar

**Jalapenos optona**   
Our spicy Firewor sauce, house blend cheese, fresh ground sausage, & banana pepper:

**VEGAN**   
Original or spicy firework sauce, red pepper puree, green olives, spinach, red onions, toasted pine nuts, & fresh basil

**ALGO MALO**   
Alfredo sauce, house blend cheese, beets, garlic, caramelized onions, walnuts, arugula, and blue cheese

**Margherita**   
Extra original sauce, Pomodoro, fresh cut tomatoes, fresh basil, heaps of Farmer John's fresh mozzarella

**GREEK**   
Original sauce, house blend cheese, green olives, spinach Pomodoro, tomatoes, and Wisconsin feta

**ROMAN CANDLE**   
Our spicy Fireworks sauce, house blend cheese, artichoke hearts, and banana peppers

**Veggie Canale**   
Our spicy Fireworks sauce, house blend cheese, artichoke hearts, and banana peppers

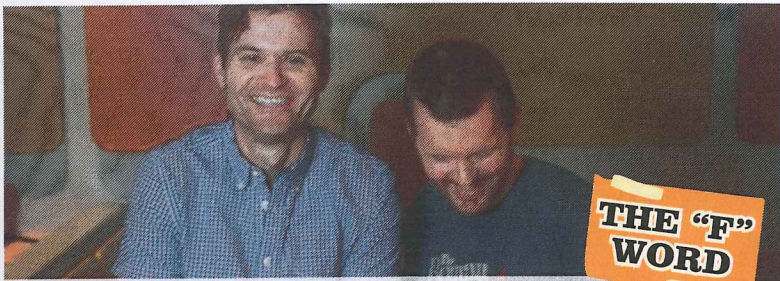
**CHICKEN**   
Sweet Baby Ray's BBQ sauce, house blend cheese, chicken breast, green pepper, bacon, onion, & cheddar

**POPPERONI**   
Original sauce, house blend cheese, triple the peppero including loads of our hand-cut, sma batch pepperoni

**POLLO**   
Marinara & garlic butter, house blend cheese, red onion, fresh garlic, bread chicken breast, aged WI Parmesan

**Jalapenos optona**   
Our spicy Firewor sauce, house blend cheese, fresh ground sausage, & banana pepper:





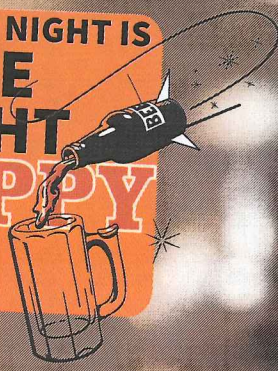
**THE "F" WORD**

LEARN HOW THE ROMAN CANDLE IS SAYING FRANCHISING BY EMBRACING ITS LOCAL MADISON ROOTS! VISIT [THEROMANCANDLE.COM](http://THEROMANCANDLE.COM)



**HAPPY HOUR**  
 SUNDAY - THURSDAY 2-6PM  
 \$3.50 PINTS \$2 TALLBOYS  
 \$4 GLASSES OF HOUSE WINE  
 \*\*\*  
*Kid's Specials, Too!*  
 Jr. ROOT BEER  
 ICE CREAM FLOAT \$2.49  
 Jr. ICE CREAM SCOOP \$2  
 Jr. ROOT BEER \$2

EVERY NIGHT IS  
**LATE NIGHT**  
**HAPPY**  
**HOUR**  
 8PM - CLOSE



ALL DAY TUESDAY!  
**\$4 GLASSES OF HOUSE WINE**  
 & *Half-Off*  
 BOTTLES OF WINE

*We Love Local.*

We source the best products and ingredients to make our premium pizza and food. We never cut corners and our customers support our commitment to quality.

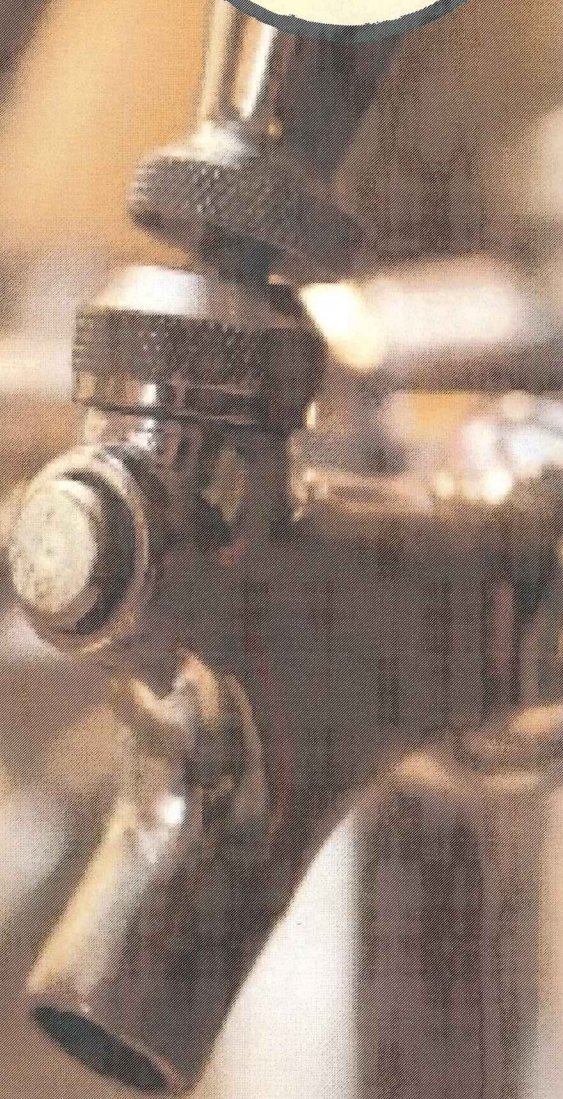
WE SERVE THE FINEST CRAFT BEERS FROM WISCONSIN AND BEYOND!

WE SERVE OVER 50 QUALITY PRODUCTS ON OUR MENU FROM THESE LOCAL SUPPLIERS

*Everyday*

*We prefer to use local products when in season and whenever available.*

# BEVERAGES



*Enjoy!*

**BEER**  
**WINE**  
**SOFT DRINKS**  
 ...A COMPLETE SELECTION OF *refreshing* BEVERAGES!

★ [THEROMANCANDLE.COM](http://THEROMANCANDLE.COM) ★

MIDDLETON 1920 Parmenter St. 608-831-7777  
 DOWNTOWN 1054 Williamson St. 608-258-2000  
 FITCHBURG 2685 Research Park Dr. 608-278-1111  
 WHITEFISH BAY 133 E Silver Spring Dr. 414-964-3000

WILLY STREET

★ [THEROMANCANDLE.COM](http://THEROMANCANDLE.COM) ★





# BEER

## Summer Tap Beers

Pint / Pitcher

### SURLY HELL - Brewer's Choice 4.25 / 16

When your founder's name is Brewer, he gets to pick a beer! We're excited to feature this crisp, cool lager from one of America's hottest breweries. It pairs great with our delicious chicken wings, especially our hot jalapeño wings.

### NEW GLARUS - SPOTTED COW 4.50 / 16

New Glarus, WI

### LAKE LOUIE WARPED SPEED SCOTCH ALE 5 / 17

Arena, WI

### KARBEN4 - NIGHT CALL PORTER 5 / 17

Madison, WI

### CENTRAL WATER BREWING CO. OUISSONSING RED 5 / 17

Amherst, WI

### ALE ASYLUM - BEDLAM 5 / 17

Madison, WI

### LEFT HAND BREWING - MILK STOUT 6 / 26

Longmont, CO

### OSKAR BLUES - DALE'S PALE 5 / 17

Oskar Blues, Longmont, CO

### BELL'S BREWING CO. - OBERON 5 / 17

Kalamazoo, MI

### SPRECHER - ROOT BEER 1.75 / 2.75 / 10

Glendale, WI

### SEASONAL TAPS - ask your server

Trending beers are flowing from these two rotating tap lines.

*Happy Hour tap pints - \$3.50!*

## Bottled & Tallboy Beers

ALE ASYLUM- HOPPALICIOUS	4.25
AMSTEL LIGHT	4.25
BLUE MOON (TALLBOY)	4.50
CLAUSTHALER (N/A)	4.00
CRABBIES GINGER BEER	5.25
CRISPIN CIDER (TALLBOY)	5.00
FOUNDERS ALL DAY IPA	4.25
LAGUNITAS IPA	4.25
MILLER LITE (TALLBOY)	3.50
PABST BLUE RIBBON (TALLBOY)	3.25
SAND CREEK HARD LEMONADE	4.00
SCHLITZ LAGER (TALLBOY)	3.25
STELLA ARTOIS	4.00

## DESSERTS

All of our desserts are made locally - right here in Madison.

The dessert menu includes: Chocolate Shoppe Ice Cream, Ice Cream



# WINE

## Red Wine

Glass / Bottle

CASTLE ROCK MERLOT -- 23  
Columbia Valley, Washington

GNARLY HEAD 'old vine' ZINFANDEL -- 23  
Manteca, California

CASILLERO DEL DIABLO WINE MAKERS BLEND 6 23  
(Syrah, Carmenera, Cabernet), Rapel Valley, Chile

COPPOLA ROSSO -- 22  
(Zinfandel, Syrah, Cabernet), California

RUFFINO CHIANTI -- 21  
Tuscany, Italy

APOTHIC RED BLEND 6 24  
(Zinfandel, Syrah, Cabernet, Merlot), California

FOLONARI PINOT NOIR 5 --  
Veneto, Italy

HOUSE \* CABERNET SAVIGNON 5 --

HOUSE \* MALBEC 5 --

*\*Happy Hour glasses of house wine - \$4!*

## White Wine

Glass / Bottle

BOLLA SOAVE CLASSICO 6 22  
Veneto, Italy

FIRE ROAD SAUVIGNON BLANC -- 23  
Marlborough, New Zealand

FOLONARI PINOT GRIGIO 5 --  
Veneto, Italy

WOLLERSHEIM PRAIRIE FUMÉ 6 23  
Prairie du Sac, Wisconsin

WOLLERSHEIM DRY RIESLING -- 23  
Prairie du Sac, Wisconsin

HOUSE \* CHARDONNAY 5 --

HOUSE \* MOSCATO 5 --

*\*Happy Hour glasses of house wine - \$4!*

## Soft Drinks, Teas & Coffee

House-Made FRESH LEMONADE - 2.50	OCEAN SPRAY JUICE - 2.50
SPRECHER ROOT BEER  - 2.75	PURE TEA - 2.50
SPRECHER SODA  - 2.75	COFFEE (French Press)  - 2.25
FOUNTAIN SODA includes a refill - 2.25	HOT TEA (rotating variety) - 1.99
SAN PELLEGRINO SODA - 2.50	SPRECHER ROOT BEER
IZZE NATURAL SODA - 2.50	ICE CREAM FLOAT  - 4.75
KLARBRUNN BOTTLED WATER  - 1.99	Jr. SPRECHER'S ROOT BEER
SASSY COW MILK  - 2.25	ICE CREAM FLOAT  - 3.49
(white or chocolate)	

*\*Kid's Happy Hour Jr. Floats & Root Beer Pints - \$2!*